

## #DEMAND GENERATION **tweet** Booko1

140 Insights on Powering Your Sales Pipeline

Book Excerpt

## By Gaurav Kumar



E-mail: info@thinkaha.com 20660 Stevens Creek Blvd., Suite 210 Cupertino, CA 95014 140 Insights on Powering Your Sales Pipeline

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Section I: Never Forget the Basics

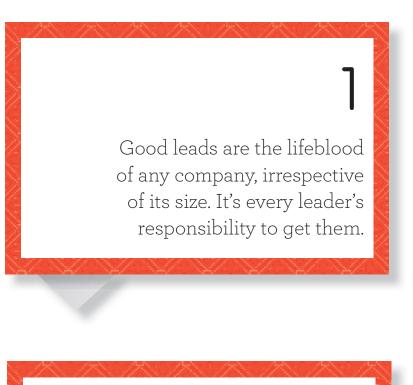


## Section I

### Never Forget the Basics

Every organization needs to boost its sales pipeline, and your organization is not an exception. This section will help you with the basic ground rules of demand generation.

#### Section I: Never Forget the Basics



# 2

You can either have a solid demand generation strategy or you can believe in winning a lottery.

If you don't have a high-quality product or service, it is not worth wasting your time and money on generating demand for them.

> Build it and the prospects *might* come...but you don't want to just hope for that.

#### 9

Section II: Know Your Customers



## Section II

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#### Know Your Customers

Knowing your customers is NOT optional unless you want to leave demand generation to chance. Knowing who your customers are is not the same as knowing your customers. In this section, you will learn how to get into your prospects' shoes and see the world through their eyes. Section II: Know Your Customers



# 22

Defining the ideal customer is not easy, but it is a necessary requirement for your demand generation programs to succeed.

23

Get in your ideal customers' shoes and identify their biggest pain points that you can address.

# 24

Life is going on, with or without your solution. Understand how your prospects are *currently* solving the problems you are addressing.

Section III: Profile Your Accounts



## Section III

### Profile Your Accounts

Dig deeper into your target accounts to uncover opportunities to engage. By profiling and mapping your accounts, you and your team will learn how to best help your customers and yourselves.

Section III: Profile Your Accounts



# 42

Right account mapping exercises will not only prepare you to pursue obvious opportunities, they might also reveal hidden possibilities.



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Verification of facts is equally important as good research.

Section IV: Nurture Your Leads

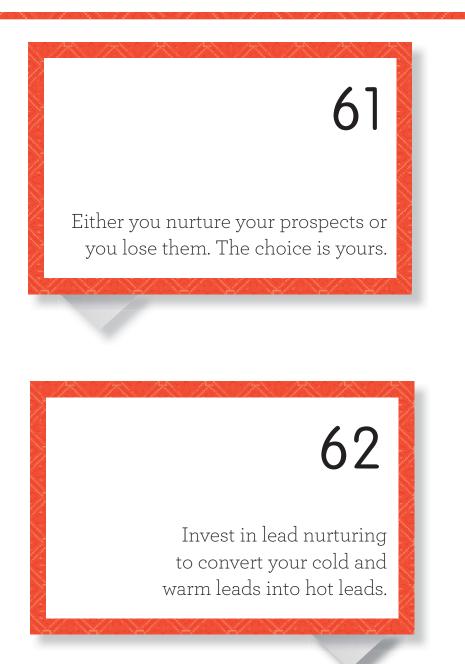


## Section IV

### Nurture Your Leads

Anything that you don't pay attention to will slowly disappear. Your leads need to be nurtured throughout their lifecycle. Not all leads are ready to buy today, but if you don't nurture them, they won't be there to buy from you when they are ready.

Section IV: Nurture Your Leads



Ensure that every meeting generally ends with a date for the next meeting to keep making progress.

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Keeping in touch with your prospects regularly is not an expense, it is a long-term investment.

## About the Author



Gaurav Kumar is a well-recognized demand generation expert. He is currently the founder and CEO of Beyond Codes, which offers demand generation, account profiling, and contact discovery services for several high-profile companies in the U.S., Europe, and the Asia Pacific. Under his leadership, Beyond Codes builds aggregate pipelines worth several hundred million dollars for its clients.

A serial entrepreneur, Kumar is also the founder of Entertainment Ecosystem Inc, one of the leading online radio stations targeted at the South Asian diaspora. He has been associated with various TiE chapters for over 15 years and is currently part of Executive Council of TiE Southern California. He is a sought-after speaker on demand generation.

Kumar holds an MBA in General Management. He loves to travel; play golf socially; and spend time with his beautiful 3-year-old daughter, Bani.

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## #DEMAND GENERATION TWEET BOOK 01

140 Insights to Help Companies Power Their Sales Pipeline Now & in the Future

"Gaurav Kumar has been a friend and guide. I have learnt a lot from him as I have seen him grow and nurture his creations with passion, energy, drive, and entreprensurial spirit. Kumar's insight into what it takes to grow a business—the entire chain of not forgetting the basics to knowing your customers to training and quality—almost seems like the Apple story! Kumar gets it and is willing to share his success story in an easy-to-read, practical, and pragmatic manner!" Piyush Singh, Senior Vice President & Chief Information Officer, Great American Insurance

"#DEMAND GENERATION tweet contains concepts that are core to demand generation. Built on several successful years of demand generation experience, Gaurav alludes to simple but powerful concepts that can drive productivity and overwholming customer success!"

Anubhay Sazana, Vice President & Global Head, HCL

"#DEMAND GENERATION tweet reviews what every sales and marketing professional needs to know about how and where to find customers. This book is filled with practical ideas that can increase sales results. In a loud, chaotic world, these ideas can help a sales professional find his or her voice."

Bryce Hayes, Senior Vice President of North America Sales and Client Services, HGS Inc.

"I was a client of Kumar's at a previous company. He heard 'No' or 'Not now' many times. But, when the need arose, he was the first one I called to say 'Yes.' The principles in this book explain why. The format is perfect for today's business world; guaranteed you'll have at least a couple 'aha' moments. I certainly did." Curtis F. McCosh, Vice President, Millbrook Inc.



GAURAV KUMAR holds an MBA in General Management and is a well-recognized demand generation expert. He is currently the founder and CEO of Beyond Codes, which offers demand generation, account profiling, and contact discovery services. Kumar can be reached at gaurav.kumar@beyondcodes.com.

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